



WORLD<sup>®</sup> MARKETING CONGRESS & AWARDS  
9<sup>th</sup> Edition

**CONTENT MARKETING**  
SUMMIT & AWARDS

23<sup>rd</sup> November, 2022 | Taj Lands End, Mumbai

**A G E N D A**

09:15 am - 10:00 am	<b>REGISTRATION (VENUE: BALLROOM)</b>
10:00 am - 10:15 am	<b>KEYNOTE</b> ▪ <b>SIDDHARTH KANNAN</b> , TV-Radio Host, Emcee, Voice Over Professional & Youtube Sensation!
10:15 am - 11:00 am	<b>PANEL 1</b> <b>Topic: "Content Marketing- from Creation to Commerce"</b> ▪ <b>Moderator: MADHAVI IRANI</b> , Chief Content & Web Communication Officer, <i>Shoppers Stop</i> ▪ <b>AKSHAARA LALWANI</b> , Founder & CEO, <i>Communicate India</i> ▪ <b>NEHA BAREJA</b> , Head of Social Media and Influencer Marketing, <i>Meesho</i> ▪ <b>RIDDHI SHARMA</b> , CEO & Founder, <i>Thought In A Dot</i> ▪ <b>VISHAL PUROHIT</b> , Founder and Managing Partner, <i>Cheese &amp; Crackers</i> ▪ <b>DISHA PAREKH</b> , Content Head, <i>Gupshup</i>
11:00 am - 11:15 am	<b>REFRESHMENT BREAK</b>
11:15 am - 11:45 am	<b>PANEL 2</b> <b>Topic: "Brand Secrets to Great Content Marketing"</b> ▪ <b>Moderator: SIDDHARTH AALAMBAYAN</b> , Head Of Content, Videos and Brand Solutions, <i>Fork Media Group</i> ▪ <b>KRUNAL DESAI</b> , Marketing Director, <i>ZEE5</i> ▪ <b>TARA KAPUR</b> , Co-Lead, Series Marketing, <i>Netflix</i> ▪ <b>GOURI SHANKAR PATNAIK</b> , Director, Marketing, <i>Lionsgate India</i> ▪ <b>NISHANT SHAH</b> , Head of Social Media & Digital Marketing, <i>Blue Buzz</i> ▪ <b>ABHISHEK MEHROTRA</b> , Branded Content Lead, <i>Moneycontrol</i>
11:45 am - 01:00 pm	<b>AWARDS CEREMONY</b> <b>Guest of Honor: Suzanne Bernert</b> <b>Content Marketing Awards</b> <b>Mobbys Awards</b> <b>Most Influential Professionals felicitation</b>
01:00 pm - 02:00 pm	<b>NETWORKING LUNCH</b>



02:00 pm - 02:20 pm	<b>Topic: "Technology for Sustainability"</b> ▪ <b>SHILPA VITANKAR</b> , CMO, Corporate IT, <i>Tata Consultancy Services</i>
02:20 pm - 03:00 pm	<b>Topic: "Impact Through Technology for Sustainable World"</b> ▪ <b>Moderator: ANSHUMAN GOSWAMY</b> , Head - Marketing & Communications, <i>BetterPlace</i> ▪ <b>ANUPAM DASGUPTA</b> , VP - Marketing, <i>Quintype Technologies</i> ▪ <b>SHIKHA PAKHIDE</b> , Global Marketing Director, <i>XOPA AI</i> ▪ <b>MIDHUN PINGILI</b> , Senior Director - Marketing, <i>Cigniti Technologies</i>
03:00 pm - 03:30 pm	<b>MOST INNOVATIVE MARTECH LEADER</b>
03:30 pm - 04:30 pm	<b>NATIONAL AWARDS</b> <b>DEWANG MEHTA AWARDS</b>

Endorsed by

